

CATALINA EXPRESS MAGAZINE

With **150,000** copies distributed to consumers, *Catalina Express Magazine* is the go-to insider's guide for people looking for information on activities, lodging and all there is to see and do on Catalina Island.

From one boat and one phone, Catalina Express has grown to become the leader in marine transportation to Catalina Island. Operating for more than 37 years; today, **one million** passengers cross the channel annually onboard a Catalina Express vessel.

Why advertise in *Catalina Express Magazine*?

- **75,000** copies distributed **onboard** and at all Catalina Express terminals in San Pedro, Long Beach and Dana Point ports.
- Captive audience—each passenger spends one hour in transit each way and an additional hour prior to boarding time, during which they can plan their getaway.
- Online presence – the magazine is available to view and download on the Catalina Express website. Annual traffic to the site: over 2.7-million sessions, 9.3-million page views, 4:10 time on site, bounce rate of 17%. Magazine download up 11% from 2017.
- This fulfillment piece is sent to those requesting information in response to Catalina Express advertising.
- **75,000** copies distributed on the **mainland** in the following markets:
 - » Travel agents and tour operators
 - » Consumer trade shows
 - » AAA offices (hand-delivered through sales calls to all offices in SoCal, NorCal, Central CA, LV, AZ and PNW)
 - » Mature and youth leaders
 - » Corporate human resource departments
 - » Military bases
 - » California welcome centers and Certified Folder locations
 - » Hotel concierges
 - » Meeting and incentive planners
- Two full-time, year-round Catalina Express sales staff distribute the magazine as their primary sales piece.

Demographics of Catalina travelers

Household income: \$109K

EDUCATION

Some college or more: 88%
College degree or more: 69%
Post-graduate degree: 34%

27% travel with children

AVERAGE AGE

77% under 45
Median: 40 years old

AVERAGE EXPENDITURE

Day-tripper: \$311
Overnighter: \$1,310
Overall average: \$850



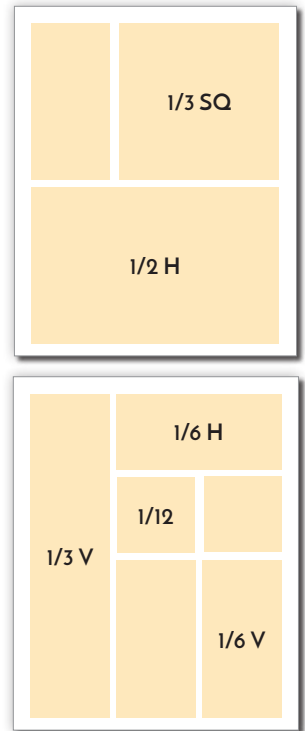
AD RATES & SPECIFICATIONS

	SIZE (W x H)	RATE
PREMIUM SPREAD*	16.75" x 10.875" (trim) (vertical fold - 8.375")	\$9,900
SPREAD*	16.75" x 10.875" (trim) (vertical fold - 8.375")	8,050
BACK COVER*	8.375" x 10.875" (trim)	9,500
INSIDE FRONT COVER*	8.375" x 10.875" (trim)	7,500
INSIDE BACK COVER*	8.375" x 10.875" (trim)	6,000
FULL PAGE*	8.375" x 10.875" (trim)	4,675
2/3 PAGE	4.75" x 9.625"	4,100
1/2 PAGE	7.25" x 4.81"	3,500
1/3 PAGE	SQ: 4.75" x 4.81" • V: 2.25" x 9.625"	2,800
1/6 PAGE	H: 4.75" x 2.25" • V: 2.25" x 4.81"	1,600
1/12 PAGE	2.25" x 2.25"	900
ADVERTORIAL*	11" x 10.875" (trim) (vertical fold - 8.375")	5,500
Design & Production (Up to three proofs. Additional charges apply thereafter)		\$100



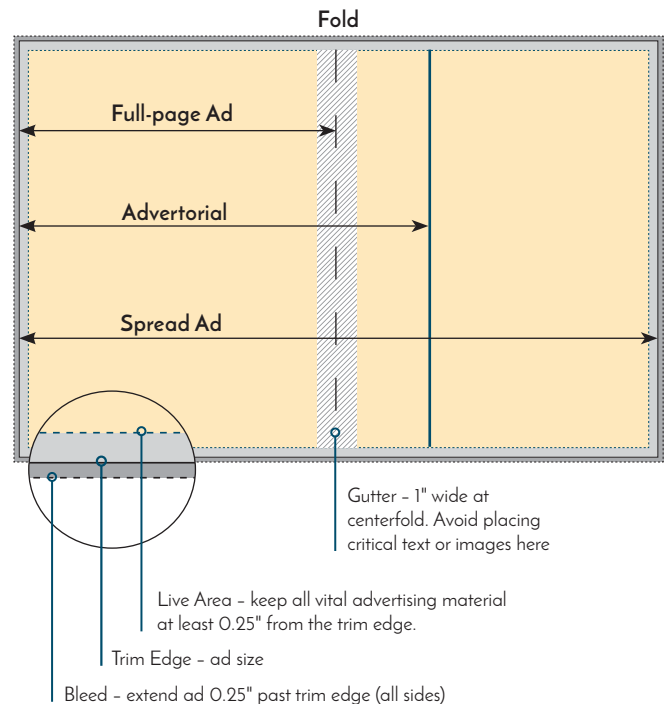
Receive a **COMPLIMENTARY BANNER AD PLACEMENT** in one of Catalina Express' monthly e-blasts to their qualified list of over 350,000 addresses when you sign up for a full-page or larger ad.

First-come basis. Early Bird order required.



- » **Early Payment Discount:** Receive 10% discount if paid in full prior to December 28, 2018. Gross rates apply thereafter. No discounts on past-due account.
- » **Premium Position:** Add 15% for secured position in the magazine. Premium is a secured position.
- » All advertising prices include four-color process. Ads must be supplied press-ready.
- » We accept high-resolution PDFs at 300dpi, colors converted to CMYK and all fonts embedded. Please email ads to elaine@philipspublishing.com.
- » We do not accept Publisher files.

*ADDITIONAL SPECIFICATIONS FOR FULL-PAGE, SPREAD AND 900-WORD ADVERTORIAL BLEED ADS: please extend 0.125" bleed past trim edges. Keep text 0.25" inside of trim edges.



Reserve ad by: January 25, 2019
Ad materials due: February 4, 2019

For more information or to reserve your ad space

Contact:

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310.350.0352



Philips Publishing Group

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